

**REMARKS**

Claims 1-20 are presently pending in the application. It is believed that the claims are allowable in their original form. Reconsideration and allowance of the claims is respectfully requested in view of the following remarks.

Claims 1-20 stand rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,073,320 to Salatin in view of Official Notice.

Applicant respectfully submits claims 1-20, as originally presented, are patentable over Salatin in view of "Official Notice". In his rejection the Examiner takes "Official Notice" "that module or computer or processor is well-known in the art, and therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to include a module or computer or processor in the slatwall death care merchandise display unit of Salatin because such modification would automatically display death care merchandise in funeral product stores." The modules of applicant's claimed invention are not computers or processors which "would automatically display death care merchandise in funeral product stores" as the Examiner suggests but are interchangeable display components.

The Examiner has not provided any indication why claims 3-20 are obvious as required. See MPEP 707.07(f).

Applicant submits these claims are patentable on their own merit and is repeating these arguments herein below:

Claim 7 recites further features that are believed to even more fully distinguish over the applied art. Specifically, applicant respectfully submits the wall display of Salatin lacks a cabinet. Applicant further submits there is no suggestion to modify the slat wall display of Salatin to include a cabinet.

Regarding claims 8, 11, 17 and 18, there is no suggestion or teaching in Salatin for plastic, polymeric, or transparent shelves.

Claim 13 recites further features that are believed to even more fully distinguish over the applied art. Specifically, applicant respectfully submits that Salatin does not disclose an emblem, casket corner or angular bracket.

Further, applicant respectfully submits Salatin does not disclose a protrusion as recited in claims 14 and 17.

Still further, applicant respectfully submits that Salatin does not disclose a shelf having an aperture as claimed in claims 15, 16 and 20.

Claim 19 recites yet a further feature that is believed to even more fully distinguish over the applied art. Specifically, there is no moveable bookend section taught or suggested in Salatin.

In view of the forgoing, it is submitted that claims 1-20 are allowable over the cited reference. As such, it is respectfully requested, that upon reconsideration, the rejection of claims 1-20 be withdrawn.

It is believed that the present application is in condition for allowance and notice to such effect is respectfully requested. If the Examiner believes that a telephone interview would be beneficial to advance prosecution of the application to

earlier issue, the Examiner is invited to contact the undersigned at the telephone number listed below.

Respectfully submitted,



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